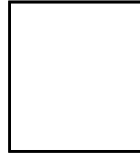




Virginia Green Hotels & Lodging Facilities



Crowne Plaza Richmond Downtown Richmond, VA



Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Crowne Plaza Richmond Downtown

Hotel

The Crowne Plaza Richmond Downtown believes that going green is the right thing to do! Participating in this initiative reduces hotel operational costs and harmful environmental impacts.

The Crowne Plaza Richmond Downtown purchases sustainably grown local food products whenever possible.

Virginia Green Activities

This facility pledges that they:

Offer optional linen service

- Have signage in each guest room explaining the linen reuse procedures
- Change linens only upon request
- Train housekeeping staff on our process for optional linen service
- Track optional linen participation rate
- Purchase water- and energy-efficient washers and dryers
- Use non-phosphate, non-toxic and biodegradable laundry detergents
- Minimize the use of bleach and chlorinated chemicals
- Use an ozone laundry system that greatly minimizes the need for detergents and saves water

- Use a service that has environmentally-preferable wet cleaning for dry-clean only items

Recycle

- Have in place clearly marked recycling bins or provide convenient drop-off locations for guests to recycle:

- Glass Bottles
- Plastic Bottles
- Aluminum cans
- Steel cans
- Newspaper
- Office paper

Other items recycled by the facility:

- Printer/ copy machine toner cartridges
- Cardboard
- Fluorescent lamps
- Batteries
- Electronics equipment such as computers, etc.

Reduce solid waste

- Track overall solid waste costs
- Instruct housekeeping staff to save and reuse unopened items
- Donate excess food from events
- Have an effective food inventory control system to minimize waste
- Use disposable foodservice items that are made from renewable materials (not petroleum-based)
- Use disposable foodservice items that are made from recycled content
- Use and compost disposable containers made of compostable material (corn, bamboo, potato starch, sugarcane, etc.)
- Use cloth napkins
- Use reusable coffee filters
- Use non-bleached napkins and coffee filters
- Use water pitchers to minimize the use of single-use bottles
- Use bulk soap dispensers in public restrooms
- Purchase recycled-content paper-towels and toilet paper
- Remove facility and staff names from junk mail lists when possible
- Reuse scrap paper for notes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Use refillable pens and toner cartridges
- Purchase recycled paper with a high-percentage recycled content
- Make double-sided photocopies and avoid making extra photocopies
- Use electronic correspondence and forms when possible
- Use green cleaning products that are dispensed in bulk

- Install carpet with sustainable or recycled content and low-VOC adhesives
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use integrated pest management (IPM)

Use water efficiently

- Track overall water usage and wastewater costs
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have installed high efficiency dishwashers
- Have installed low flow faucets and showerheads (use less than 2.5 gallons per minute)
- Have installed low flow toilets (use 1.6 gallons per flush or less)
- Have installed automatic faucets or toilets in public restrooms
- Have minimized our lawn area

Conserve energy

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities within the past 12 months
- Use ENERGY STARs Benchmarking Tools for the Hospitality Industry
- Have individual thermostats for each room; ensure they are correctly adjusted
- Regularly perform preventative maintenance on HVAC system
- Keep office doors and windows closed if HVAC system is on
- Use natural lighting (i.e., open draperies and raise shades whenever adequate light from windows is available)
- Have adopted a policy/practice to turn off lights in unoccupied rooms
- Have installed high efficiency fluorescent ballasts and lamps (T-5 and T-8)
- Have installed compact fluorescent light bulbs in all rooms and canned lighting
- Have installed LED Exit Signs
- Have installed directional (downward-facing) lighting in parking areas and other outdoor areas
- Have adopted a policy/practice to minimize the use of lighting during night cleaning
- Use ENERGY STAR qualified appliances (commercial kitchens, heating and cooling, consumer electronics)
- Use ENERGY STAR qualified office equipment (computers, monitors, copiers, printers, etc.)
- Purchase Green Tags or Renewable Energy Certificates to support new renewable energy resources

Offer a green events package

- Include the availability of "green meetings/conferences" in marketing packages (see the factsheet on Environmentally-Responsible Conferences & Events)
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For more information on **Crowne Plaza Richmond Downtown**, see www.crowneplaza.com/ric-downtown or contact Lorna Battles at lorna.battles@smi-hotelgroup.com or 804-788-0900.

For more information on the Virginia Green program, see www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

